



NEW YORK SCHOOL  
BUS CONTRACTORS  
ASSOCIATION:  
**A NEW RESOURCE**



**Political  
lightweight**

Take a relatively unknown statewide association with a stagnant message and dormant brand and transform it into a premier statewide association with influence and persuasion with the NYS Legislature, state agencies, and Governor's Office

**New story**

PC Public Affairs rebranded the association as a thought leader on school bus transportation issues. Delivered a corporate message platform and website that is used for lobbying, association development initiatives and public information.

**Powerhouse**

Through an improved brand, fresh message, and relentless public affairs efforts, PC Public Affairs helped established the association and its members as a dynamic political force at the statehouse in Albany, NY with a reputation for professionalism and a track record of legislative and budget successes.

[PC Public Affairs](#)

518.424.2575  
[www.pcpublicaffairs.com](http://www.pcpublicaffairs.com)

[www.nysbca.com](http://www.nysbca.com)